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CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

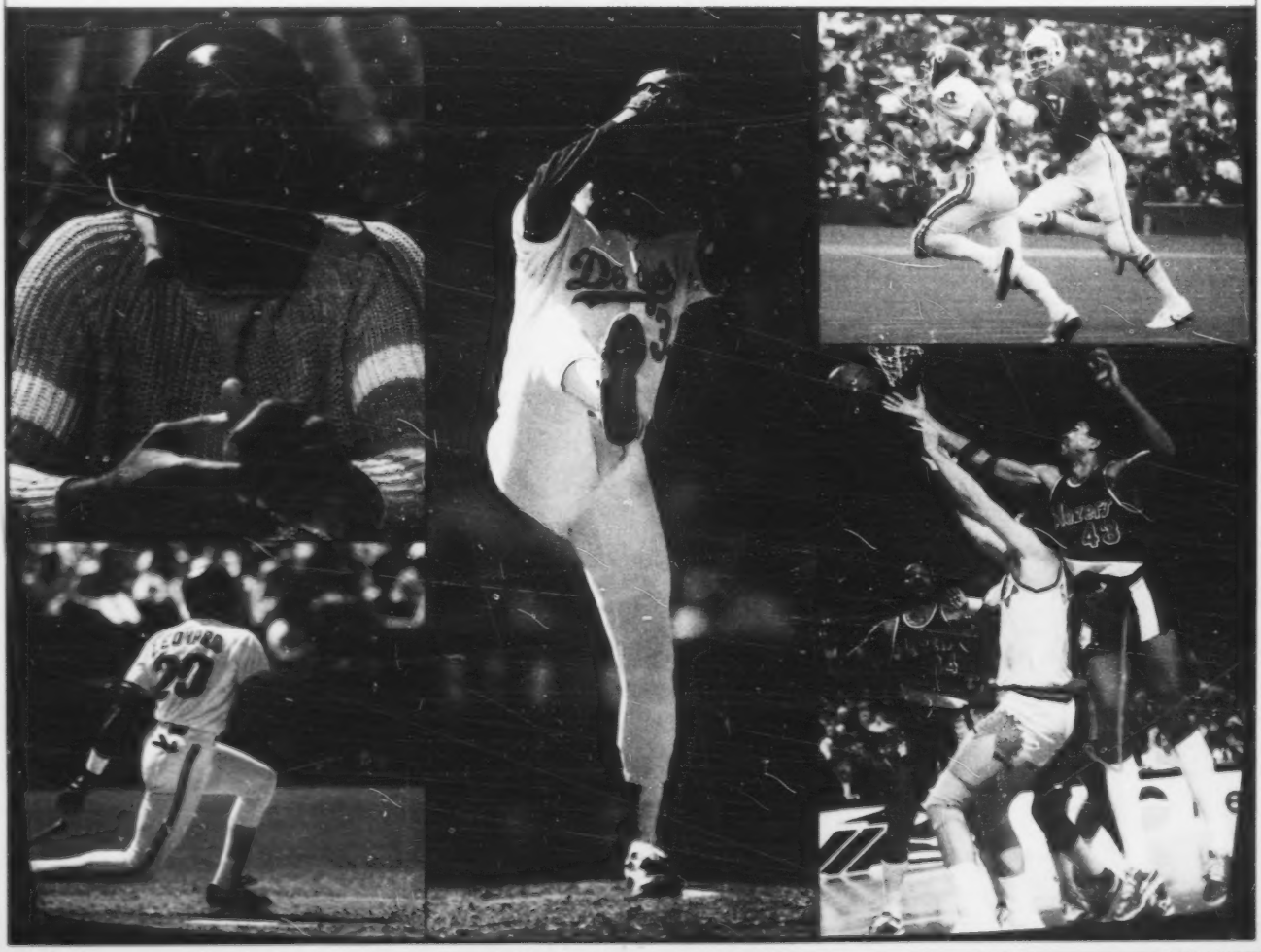
NCTA AND HOLLYWOOD BREAK OFF COPYRIGHT TALKS

PROGRAMMERS DEFEND PLANS IN SCRAMBLING HEARINGS

HBO UNVEILS MAJOR SPRING CAMPAIGN

THE MOVIE CHANNEL COURTING VCR OWNERS

REGIONAL SPORTS PPV: GATHERING MOMENTUM



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LEADING THE WEEK

Copyright talks halted 11
Copyright payment negotiations between the NCTA and MPAA broke up over MPAA's demand for an eventual termination of compulsory license for distant signals.

Meese commission 11
The U.S. Attorney General's Commission on Pornography is expected to consider a proposal for a federal indecency standard to be applied to cable systems.

Scrambling hearings 12
Heated exchanges sprang up during the first hearing on scrambling held by the House Subcommittee on Telecommunications as a full room of cable and TVRO representatives discussed control of the marketing of scrambled programming to dish owners.

New York cable 14
The New York's Board of Estimate may come between American Television and Communications/Houston Industries and their acquisition of Group W's upper Manhattan system if the two companies fail to work out a new contract with the city's Franchise Bureau to upgrade the system.

HBO campaign 14
HBO's sister service, Cinemax, will share the spotlight of HBO's fourth marketing blitz "Summer Celebration."

Dallas kickback scheme 16
The U.S. Attorney's office in Dallas has subpoenaed documents relating to an IRS investigation into alleged kickbacks and bid-rigging during the construction of a Warner Amex cable system there.

Wrestling mania 16
More than 200 systems, reaching 3.6 million addressable homes, will carry *Wrestlemania II*, giving it one of the largest single-event PPV universe ever assembled.

Must-carry scrutiny 20
While public broadcasters and special interest groups plan to oppose the must-carry compromise hammered out last week, FCC Chairman Mark Fowler has told broadcasters he would be reluctant to sign off on any agreement that compromise First Amendment rights.

Viewer's Choice PPV 24
Viewer's Choice has made plans to set off another pay-per-view channel before June attached to the opportunity to run hit titles for two weeks instead of one.

Telstar scrambles 25
Telstar Channels, set to launch May 1, goes against the industry trend in its choice of General Instrument's Starloc IV scrambling system.

Senate TV gets nod 28
Described as an "historic, beneficial change," the United States Senate has voted to begin a three-month test of live TV and radio coverage of its proceedings.

Cable museum 28
A $2 million fund drive to establish a national cable industry museum at Penn State University has been launched by Cable TV Pioneers.

TOPICS

Programming 32
In an effort to meet the home video industry head-on, The Movie Channel has announced a series of possibly controversial scheduling changes that promote home VCR taping of movies.

Business 43
Shareholders from both Turner Broadcasting and MGM/UA approved the terms of the $1.25 billion merger last week, clearing the way for the buyout to take place.

Shareholders from Ted Turner's Turner Broadcasting Service have voted to approve the $1.25 billion purchase of MGM/UA.

Departments

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Cover story 36
Regionalized PPV sports event coverage is promising to become a significant source of revenue for several teams faster than most observers expected. Some services already in place include (clockwise from upper left) Blazer Cable, from Portland, Ore.; DodgerVision in Los Angeles; Home Sports Entertainment in Texas; Blazer Cable, and Gill Cable in San Francisco.

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	220	3,600,000
Arts & Entertainment (A&E)	2,200	19,000,000
Black Entertainment Television (BET)	172	12,000,000
Cable News Network (CNN)	4,000	52,500,000
C-SPAN	2,000	23,000,000
CBS Cable Network	0	29,273,000
Cinemax Movie Television	0	4,800,000
The Discovery Channel	896	7,175,000
ESPN	3,414	36,000,000
Eternal Word Television Network (EWTN)	253	1,000,000
Financial News Network (FNN)	1,200	20,000,000
Headline News	1,934	17,500,000
Home Shopping Network	24	4,000,000
The Learning Channel	750	6,000,000
Liberty Broadcasting Network	0	1,000,000
Lifetime	1,600	17,000,000
Music Television (MTV)	500	7,000,000
The Nashville Network	1,000	23,000,000
National Jewish Television (NJTV)	47	500,000
Nickelodeon	1,200	16,200,000
PTL The Inspirational Network	1,200	7,500,000
Satellite Program Network (SPN)	300	1,000,000
Silent Network	250	1,000,000
SIN Television Network	141	11,000,000
Trinity Broadcasting Network	900	7,111,000
USA Network	1,200	32,000,000
Video Hit One	118	4,000,000
The Weather Channel	1,000	20,000,000
WGN-TV	1,045	2,000,000
WOR-TV	200	1,100,000
WPIX-TV	0	1,000,000
WTBS-TV	1,000	20,000,000

Pay services		
Adventure Channel	0	100,000
American Movie Classics	0	2,000,000
Bravo	0	200,000
Cinemax	1,200	n/a
The Disney Channel	0	4,000,000
DirecTV	0	300,000
Home Box Office (HBO)	8,400	14,000,000
Home Theater Network (HTN)	400	n/a
Showtime	2,500	7,000,000
The Movie Channel	1,700	3,000,000
The Nostalgia Channel	0	1,000,000
The Playboy Channel	0	1,000,000
Private Taker	0	n/a

Audio services		
Cable Radio Network	14	1,500,000
KKSO Stereo Inc.	n/a	n/a
Liberty 1	0	400,000
Liberty 2	0	400,000
Music Plus Digital	0	100,000
Satellite Radio Network	0	400,000
Star Stop Stereo Inc.	0	1,000,000
Stardelete	n/a	n/a
WEMT Classic	0	1,000,000

Text services		
AP News Cable	0	1,000,000
AP Sports Plus	0	500,000
Cable Sports Update	0	4,000,000
Electronic Program Guide (EPG)	0	2,000,000
EPG II	0	500,000
EXN	0	1,000,000
Infotech Cable Systems	0	1,000,000
Reuters News View	0	2,000,000
TV Direction	0	500,000
UPI Data Cable	0	4,000,000
X Press	n/a	n/a

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Cable Auto Showcase	3	400,000
Fun Network	5	11,044
Nippon Golden Network	5	11,044
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	13	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	150,000
Bay Area Religious Channel (BARC)	4	93,000
Buffalo Sabres Hockey	1	150,000
Cable TV Network of New Jersey	36	1,045,000
The Empowered Channel	6	148,000
ET	73	1,264,000
Life Style.com	24	96,000
Madison Square Garden	12	1,800,000
Meadows Racing Network	14	416,000
Sacred Sounds	3	133,000
Secondary Cable	1	240,029
Prime Ticket	NA	825,000
Texas Cable Network	15	800,000

Pay services		
Budget Vision	10	NA
Home Sports Entertainment - Houston Dallas	46	110,800
Home Team Sports	30	189,000
New England Sports Network	107	84,023
PRISM Philadelphia	80	380,000
Pro Am Sports	91	103,000
Sportschannel New England	69	93,000
Sportschannel New York	53	133,000
SportsVision of Chicago	29	164,000
TV Sports	71	95,000

Announced services

Satellite-fed services	Expected Launch
ABC Pay-Per-View service	1st Quarter 1986
Apollo Entertainment Television	TBA
The Book Channel	2nd Quarter 1986
The Burma Vision Channel	TBA
Cinevex	TBA
Comedy Television	6/86
Discovery Computer Network	1987
Discovery Financial Network	4th Quarter 1986
Discovery Music Network	TBA
ECO Canal Musical	2nd Quarter 1986
Ethnic Radio Networks	TBA
Event Television	5/86
Intercontinental Dating	3/86
International Business Network	4th Quarter 1986
Magazine	TBA
Movie Time	6/86
Rock Creation Network	3/86
Sefton National Digital Network	2nd Quarter 1986
Venus Channels	3/86

Note Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to CableVision, Attention Cable Stats, P.O. Box 5296 T.A., Denver, CO 80217.
NA denotes not available.
TBA denotes to be announced.

Total SIN county Spanish-speaking households: 1,214,400.
Source: Satellite and affiliate counts are provided by the program service by International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks. Some listings are partial.

Arts & Entertainment

Alaska Tourism (R)
Allstate Insurance (R)
American Express (R)
Armour-Dial (R)
AT&T (various divisions)(R)
Bantam Book (N)
Buick (R)
Celestial Seasonings (R)
Commodore (N)
Dannon Yogurt (N)
Ford Motor Co. (R)
Foster Parents Plan (N)
General Motors (R)
Grey Poupon (N)
Hitachi (R)
Italcable (R)
Jamaica Tourism (R)
Kikkoman (N)
Marriott (N)
MasterCard (N)
New Yorker Magazine (R)
Polaner Jams (N)
Qantas Airlines (R)
Ralston-Purina (R)
Royal Viking Cruise Lines (R)
Sears Discover Card (N)
Sperry (R)
Time + Life Books (R)
USA Today (N)
Wells Fargo (R)

BET

American Beauty Products (R)
Anheuser-Busch (R)
Bristol Meyers Co. (N)
C.B. Fleet Co. (N)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Columbia Pictures (R)
Conceited Records (N)
Frito-Lay (N)
General Mills (N)
Hershey (R)
Home Box Office (R)
J.C. Penney (R)
Jamaica Tourist Board (N)
KFC Corp. (R)
M&M Products Co. (R)
McDonald's (R)
Mars Inc. (N)
Mobil Oil (R)
Nike (R)
Pepsi Cola (R)
Pro Care (R)
Pro-line (R)
Procter & Gamble (R)
Quaker (R)
Sears Roebuck & Co. (R)
U.S. Army (R)
U.S. Marine Corps (R)
Venus De Milo (R)
Warner Bros. (R)
Wendy's International Inc. (R)

The Discovery Channel †

American Home Products
Architectural Digest
Bantam Books
Barron's Weekly
Business Week
Charles Schwab
Consumer Reports
Dreyfus Fund
Esquire Magazine
Jack Anderson's Newsletter
Kent Collectibles
Life Magazine
Prudential Insurance
Psychology Today
Save The Children's Fund
Science 85
Smithsonian Magazine
Sports Illustrated
The New Yorker
Time + Life Books
Time Magazine
Transamerica Occidental
USA Today
Wall Street Journal
Working Woman Magazine

FNN

Allstate (N)
American Cyanamid (N)
American Express Gold Card (N)
AT&T (R)
Best Western (N)
Bureau of Business Practices (N)
Car-Quest (N)
Charles Schwab (R)
Chicago Board of Trade (N)
Chicago Mercantile Exchange (N)
Chrysler (R)
Clayton Brown (N)
Commodore Computers (N)
CSX Corp. (N)
Dow Jones (R)
Dreyfus (N)
Ford Corp. (R)
GMAC (R)
GM Corp. (R)
Golden Nugget (N)
The Hartford Insurance (N)
Harris Corp. (N)
Hayes Corp. (R)
Hong Kong Tourist Bureau (R)
International Trading Group (N)
InterNorth (R)
Intex (N)
ITT (R)
Kansas City Board of Trade (R)
Merrill Lynch (R)
Navistar (N)
Norelco (N)
Nynex (R)
Paramount Home Video (N)
Precision Tune (N)
Reichold Chemical (N)
Rockwell (N)
United Airlines (R)
USA Today (N)
U.S. Postal Service (N)
W.R. Grace (N)
Wall Street Journal (R)
Western Futures (N)
Xerox (R)
Zion Banking (R)
Zweig Forecast (R)

The Learning Channel

California Beef Council (N)
Charles Schwab (R)
Commodore Computers (R)
Family Computing Magazine (N)
Smithsonian Magazine (R)
Standard & Poor's (R)
Time + Life Books (R)
Working Woman Magazine (R)

Lifetime

American Home Products (R)
Bristol Meyers (N)
Carter Wallace (N)
Department of Citrus (N)
Emory Worldwide (N)
General Food (R)
H.J. Heinz (R)
Kimberly Clark (R)
Kraft (R)
L-eggs (N)
Lever Brothers (R)
Mobil (N)
Nabisco(N)
National Dairy (R)
Pan Am (R)
Pilsbury (R)
Quaker Oats (R)
Random House (N)
S.C. Johnson (R)
Shearing Plough (R)
Procter & Gamble (R)
Scott Paper (R)
Sharp (N)
Sterling Drugs (R)
Thompson Medical (R)

The Silent Network †

Campbell's Soup
Hallmark Cards
Kal Kan
Mattel Toys
Solarts
Ultratec

SPN †

AT&T
Bayer
Beechnut
Budweiser
Casio
Continental Airlines
Evenflo
Fisher-Price
Gerber
Heinz
Hilton Hotels
Huggies
Ivory Snow
Johnson & Johnson
Kodak
Maytag
Norelco
Playboy Magazine
Playtex
Redman Chewing Tobacco
Rubbermaid
Sears
Time + Life Books
Tropicana
United Airlines
Valvoline
Vaseline
Windjammer
Yamaha

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